



NOMINATE YOUR BUSINESS!

2007 City of Santa Fe Small Business of the Year

Do you know a Santa Fe business that is a great place to work and a great community neighbor, too? Maybe it's **your** business! Tell the world how this business is "reaching for the stars" . . . nominate them for the Santa Fe Small Business of the Year award.

What is the Award?

Small businesses are the backbone of Santa Fe's economy, 85% of which have fewer than 20 employees. Ninety percent of those are locally owned. These businesses are essential to our City's style and our quality of life, and many are highly involved in our community as well. To honor and publicize their contributions, the Santa Fe City Council created a Small Business of the Year Award in 2005.

Each year the award celebrates a locally-owned small business that exemplifies an inspirational vision, leadership and standard of excellence beyond simply "business as usual."

Who is Eligible?

Any locally owned for-profit business with one or more employees, located within the Santa Fe city limits, is eligible for the award. Businesses nominated in previous years are eligible and encouraged to compete again. **Self-nominations are strongly encouraged.**

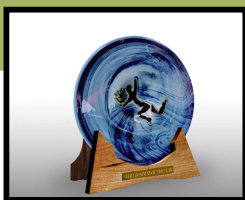


Photo by Paul Glickman

The Santa Fe Small Business of the Year trophy captures the visionary spirit of our community's best businesses and reflects the talent and creative spirit that make Santa Fe special. A large, hand-crafted glass platter, the award depicts the act of "reaching for the stars," which illustrates the Small Business of the Year winner. Finalists receive a smaller version of the trophy.

The idea for the design came from Santa Fe photographer and computer artist Paul Glickman. He envisioned a kneeling figure with arms stretched upward holding a shining gold star, representing excellence, against a swirling background of deep blue, representing the cosmos. "When we were kids, we received gold stars for excellence," he says. "This is an adult version." The cosmos represent Santa Fe's entire business community, and the kneeling figure represents the award winner, an outstanding star among the cosmos.

Elodie Holmes, glassblower and owner of Liquid Light Glass, reproduced Glickman's vision in the form of an exquisite glass platter, and Steve Bradley of Bradley's Cabinet Shop created a beautiful wooden base for the platter. Because the awards are individually crafted, each is truly unique.

What's So Great About Winning?

Your company will gain prestige and public recognition as a star among Santa Fe businesses.

In addition to a beautiful one-of-a-kind trophy for permanent display, the winner and finalists also receive excellent publicity benefits as acknowledged leaders within the business community:

- ★ "winner" (or "finalist") sign for permanent display
- ★ name on perpetual trophy at City Hall (winner)
- ★ recognition in newspaper ads announcing winner and finalists
- ★ company write-up in press release announcing winner and finalists
- ★ video vignette about the company; vignettes air at public announcement ceremony (live and via television) and also repeat throughout the year on local access TV
- ★ mention in radio, TV and print advertising for next year's award (winner)



All nominees are listed in the newspaper ads announcing the winner.

How to Nominate

To nominate a business, you'll need to fill out a short questionnaire and write a maximum 500-word essay detailing how the business meets nomination criteria. Those criteria include job creation, pay scales, career advancement, benefits, diversity, community involvement and inspirational spirit.

Self-nominations are strongly encouraged. If you wish to nominate your favorite business, please talk to them so you can address the award criteria completely.

Nominations (questionnaire and essay) must be received by 5 p.m. May 4, 2007. Nominations may be mailed to Craig Fiels, Economic Development Department, City of Santa Fe, PO Box 909, Santa Fe, NM 87504 or hand-delivered to the Economic Development Department, 125 Lincoln Avenue, Suite 100.

Selection Process

The Small Business of the Year award is not a "most votes" competition. Instead, finalists and the winner are chosen based on specific economic and community-related criteria. These criteria include how the business treats its employees – pay scales and benefits, opportunities for training and advancement, family-friendly policies – as well as the degree to which the company and/or its employees contribute time or money in support of charitable and civic organizations and programs.

The winner will be chosen by a selection committee representing small businesses, labor organizations, educators and civic organizations. The award will be presented by Mayor David Coss and City Councilors in a public ceremony in June.



- Past Santa Fe Small Business of the Year Award Winners**
- ★ **2006** General Mailing and Shipping, Mary Stramel, owner
 - ★ **2005** Coronado Paint and Decorating, Cervantes "Buddy" Roybal, owner



Contact Information

For more information, please contact Craig Fiels or Scott Beckman
City of Santa Fe Economic Development Department
PO Box 909, 125 Lincoln Avenue, Suite 100, Santa Fe, NM 87504
505.955.6640 • 505.955.6671 (fax)
cofiels@santafenm.gov • sbeckman@santafenm.gov



Nomination Form

Santa Fe Small Business of the Year

Nomination form and essay must be received by **5pm, May 4, 2007**. Submit form and essay to Santa Fe Economic Development Department, PO Box 909, 87504 or hand deliver to 125 Lincoln Ave., Suite 100

PART I

Business _____

Owner(s) _____

Address _____

ZIP code _____

Phone _____

Fax _____

e-mail _____

Brief description of business: _____

1. Job Creation

- Year business started _____
- Number of employees (FTE) at startup (including owner/s) _____
- Number of employees today _____
- Additional locations in Santa Fe? Yes No
If so, how many? _____
- Additional locations outside Santa Fe? Yes No
Where? _____

2. Pay Scales

- Does your business pay:
___ at least the Santa Fe minimum wage (\$9.50/hr)
___ more than the minimum wage
___ above industry average for this area
- Does your business offer:
___ flexible scheduling
___ telecommuting
___ other (please specify) _____

3. Career Advancement

- Does your business:
___ pay for job-specific skills training
___ pay for broader professional development (seminars, workshops, etc.)
___ college tuition
___ promotion from within
___ other (please specify) _____
- Which employees are eligible?
___ all
___ some (please specify) _____

4. Benefits

- Does your business offer:
___ medical insurance
___ dental insurance
___ vision insurance
___ alternatives such as Section 125
- Are these benefits:
___ employer paid
___ employee paid
___ shared cost
- Which employees are eligible?
___ all
___ some (please specify) _____
- Does your business offer:
___ paid vacation
___ family leave
___ other time off
___ retirement plan (employee contribution)
___ retirement plan (employer contribution)

PART II

On a separate sheet of paper, please tell us why your business should be considered outstanding in the following areas. Please keep your response to 500 words total.

- a) How does your business address the issue of diversity in the workplace?
- b) How is your business a good community neighbor? (Does the company and/or your employees contribute time, money, talent or other in-kind benefits for local schools or nonprofit organizations?)
- c) Why do you think your business could be described as inspirational or visionary?

